Parliament 2-pack ¢-off Promotion with Contest Overlay

Description:

- 50¢-off 2-pack sleeved purchase of Parliament Lights (PL) or Menthol Lights (PML) Kings Box product. Promotional product will showcase 1 of 4 limited edition hologram designs featuring beach/tropical imagery (tropical fish, tropical birds, hot air balloons, sea horse.) Within each hologram design, the name of an island destination will also be incorporated, linking product purchase to entry into Parliament's "Passport to Paradise Contest." Details and rules of the contest will be communicated via a 4-color insert in sleeved product. Contest overview:
  1. Consumers purchase 2-pack deal of either Parliament Lights or Parliament Menthol Lights.
  2. Consumers receive Contest entry form via sleeved product insert.
  3. Consumers "find" the name of 1 of 4 island destinations within the on-pack hologram imagery and write a short paragraph on that destination in order to be entered into a contest to possibly win a trip there.

Strategy:

- Leverage the success and high awareness of Parliament's proprietary hologram packaging to build excitement at retail and encourage trial among competitive Lights and Menthol Lights YAS audience.
- Incent and reward multi-pack purchase of PL and PML with ¢-off offer and contest entry form.
- Continue to create new news and excitement around new PML packing, after traditional "launch" window. Continue to support and maintain excitement for parent Blue packing.

Objective:

- Penetrate 60% total Region I outlets; 75% total Region I pack outlets.

Resources:

Display Kit		Geo	Kits	Deals	%
1 - 40 deal display	1 - dangler	Region 1	24,000	1,200,000	100
+ 10-deal Blue B/U	2 - posters				

Administration:

- Distributor Assembly of $9/6m case

Analysis & Feedback:

- Promotion Analysis
- Material Utilization

Key Issues:

- Region I workload capacity

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Source: https://www.industrydocuments.ucsf.edu/docs/yjdm0004